

Issues Of Using The Concept Of Modern Marketing To Fill The Domestic Market With National Goods

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Abstract

The Article Examines The Issues Of Filling The Domestic Market With National Goods In Modern Conditions And Increasing The Competitiveness Of Goods. The Role And Objective Importance Of The Use Of Marketing In Filling The Domestic Market With National Goods Is Highlighted. The Peculiarities Of The Use Of Modern Marketing Concept In Increasing The Competitiveness Of Goods Are Studied. It Also Analyzes The Marketing Strategies Used By Enterprises To Increase The Competitiveness Of Goods, And Identifies Priorities For Improving The Use Of Marketing In Filling The Domestic Market With National Products.

Key Words: Market, National Economy, Competition, Competitiveness, Domestic Market, Brand, Marketing, Commodity Competitiveness, Marketing Concept, Innovation, Strategy.

The Deepening Of Globalization And Economic Integration Requires Filling Domestic Markets With National Goods And Increasing The Competitiveness Of Goods. Indeed, Improving The Export Potential Of Businesses By Increasing The Competitiveness Of National Goods Is One Of The Priorities Of The Country's Socio-Economic Development Strategy.

In The Context Of The Transition To A "Knowledge-Based Economy", It Is Desirable To Fill The Domestic Market With National Goods And Use Modern Marketing Tools To Increase The Competitiveness Of National Goods.

In The Ongoing Socio-Economic Reforms In Our Country, Real Attention Is Paid To Increasing The Competitiveness Of National Goods. In Particular, The "Action Strategy For The Five Priority Areas Of Development Of The Republic Of Uzbekistan For 2017-2021" Sets Priorities Such As "The Development Of Fundamentally New Types Of Products And Technologies, Thereby Ensuring The Competitiveness Of National Goods In Domestic And Foreign Markets" [1].

Also, The Adoption Of The Decree Of The President Of The Republic Of Uzbekistan "On Measures To Further Liberalize Trade And Develop Competition In Commodity Markets" [2] Is Important In Providing Producers With The Necessary Raw Materials In The Domestic Market And Developing A Healthy Competitive Environment In The Commodity Market.

The Consistent Implementation Of Structural Reforms In Accordance With The Established Sound Regulatory And Legal Framework Allowed For A Fundamentally New System For Managing And Operating The Housing Fund [12].

At The Current Stage Of Transition To Market Relations, The Growing Development Of Marketing Theory, On The Other Hand, The Intensification Of Competition Is Forcing Companies To Engage In Marketing Activities. Because The Establishment Of Effective Marketing Activities Helps To Ensure The Success Of Production Entities In The Conditions Of Strong Competition In The Market.

The Solution Of The Problem Depends On The Increase In The Volume Of Housing Construction In Uzbekistan, The Development Of All The Components Of Urban And Rural Infrastructure, As Well As The

Improvement Of The Housing Construction Management System Using The Experience Of The Leading Countries [11].

Marketing Develops The National Economy Of The Country, Increasing The Efficiency Of Individual Enterprises, Ensuring The Efficiency Of The Industry. Functions Of Marketing Such As Comprehensive Study Of The Market And Collection Of Market Data, Adaptation Of Production To The Needs Of Consumers And The Types Of Products Needed, The Formation Of Demand And Sales Promotion Show The Importance Of Marketing In The Production Process.

Marketing Is Not Only A Field Of Philosophy, Way Of Thinking And Economic Thinking, But Also A Practical Activity For Individual Firms, Companies, Industries And The Economy As A Whole. There Are Many Types Of Marketing Definitions In The Economic Literature Of The United States And Other Countries. The Most Common Definition Of Marketing, Given By The American Marketing Association, Is That Marketing Is A Process In Which A Thoughtful Idea Is Planned And Implemented, Prices Are Set, Ideas, The Movement Of Goods And Services And Sales, The Goals Of Individuals And Organizations Are Met Through Exchange [3].

I.K. Belyavsky Said: “Marketing Is A System Of Studying, Regulating And Management Of The The Market” [4].

Jean-Jacques Lamben Defines Marketing As: “Marketing Is A Social Process Aimed At Satisfying The Desires And Needs Of Organizations And Individuals By Ensuring The Free And Competitive Exchange Of Goods And Services”, “Marketing Is At The Same Time Business Philosophy And Active Process” [5].

From These Definitions, We Can Say That Marketing Is The Study Of The Market, Through Which To Influence Consumers.

The Interaction Of Supply And Demand Is The Process Of Continuously Satisfying The Needs Of Individuals Or Groups. This Process Is Based On The Interaction Of Socio-Economic Categories Such As Need, Necessity (Desire), Demand, Purchase (Exchange, Transaction) And Consumption (Use) Of Specific Goods And Services.

Today, Marketing Should Be Interpreted As A New Approach Based On Meeting The Needs Of Consumers, Rather Than Selling Through The Old “Call And Sell” Approach. Goods Can Be Easily Sold If Marketers Understand The Needs Of The Consumer, Create Goods And Services That Provide A High Level Of Consumer Value, Set The Right Prices, And Perform The Functions Of Delivery And Distribution Efficiently. Drucker Explains That The Goal Of Marketing Is To Turn Sales Into An Unnecessary Activity.

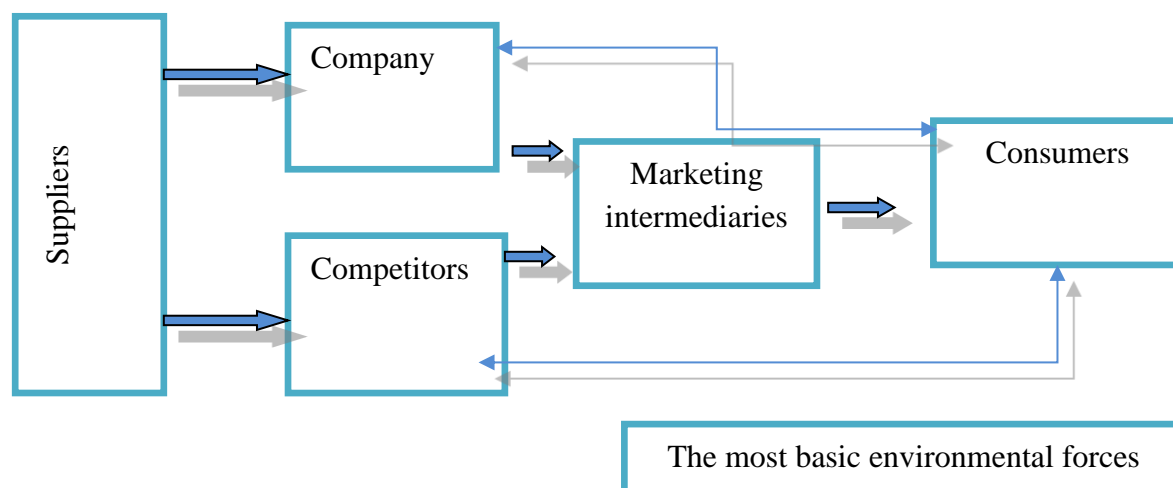


Figure 1. Modern Marketing System [6]

Marketing Means Managing The Market To Build Effective Customer Relationships. However, The Formation Of This Relationship Requires A Lot Of Work. Sellers Need To Find Buyers, Identify Their Needs, Design A Good Market Offer, Set Prices For Them, Promote And Store And Deliver Them. Although We Usually Think That Marketing Is Done By Sellers, Buyers Also Do Marketing Activities. Consumers Are Involuntarily Engaged In

Marketing Activities When Searching For Products, Communicating With Companies For Obtaining The Necessary Information And Purchasing.

Given These Specific Goals Of Marketing Activities - The Current Situation In The Market, The Level Of Customer Interest Is Determined By The Company's Own Economic And Social Functions, Its Entry Into This Or That Market. Thus, Demand Allows You To Choose The Marketing Goal, As Well As The Desired Marketing Strategy.

The Main Goal Of Marketing Is To Find Real Consumers, Attract Them And Increase Their Number By Forming A High Level Of Consumer Value. It Is Worth Quoting Igor Mann's Opinion: "The Main Task Of Marketing Today Is To Find, Master And Retain Customers" [7].

It Is Clear That The Company Must First Decide Who To Serve. Companies Can Do It By Segmenting Consumers. Today, The Content Of The Concept Of Consumer-Oriented Marketing Is Also Characterized By The Choice Of A Specific Target Segment And Its Focus On High-Quality, Comprehensive Service. The Role Of The Concept Of Customer Relationship Marketing Is Also Very Important.

Today, Large-Scale Work And In-Depth Reforms Are Being Carried Out To Increase The Competitiveness Of National Goods, The Use Of Modern Marketing Concepts In The Industry And In General. In Particular, The Principles And Methods Of Marketing Are Being Introduced On The Basis Of Systematic And Effective Marketing Research, Development Of Marketing Strategies Aimed At Protecting The Domestic Market And Active Penetration Into Foreign Markets, In-Depth Analysis Of Existing Problems And Untapped Opportunities And Resources.

The Concept Of Marketing Is A System Of Market Management, Principles, System Of Goals, Aimed At Achieving A Clear Goal Of The Enterprise And A Clear Way Of Operating In The Market.. Enterprises Of Different Forms Of Ownership Try To Gain An Advantage Over Competitors In The Conditions Of Market Competition And Use Marketing Concepts In Doing So. The Formation Of Marketing Concepts Begins With The Selection Of A Competitive Advantage. The Company Seeks To Achieve Its Strategic Goals Using The Competitive Advantage It Has Chosen.

The Main Directions Of Filling The Domestic Market With National Goods And Increasing The Competitiveness Of Goods Include The Following (*Figure 2*).

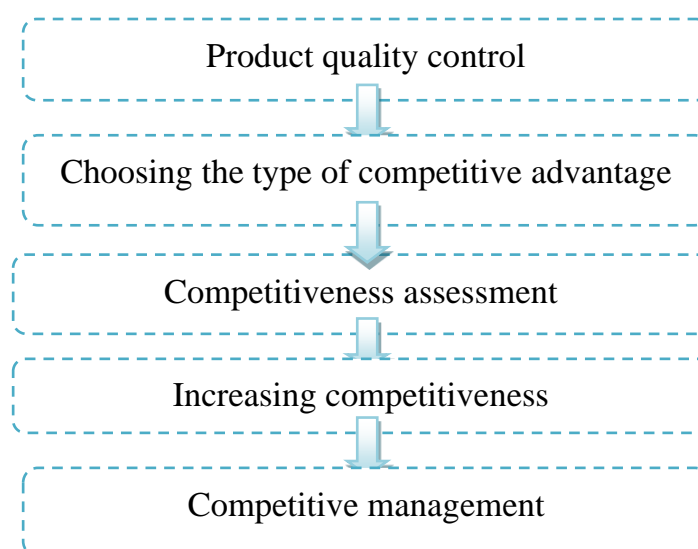


Figure 2. The Main Directions Of Increasing The Competitiveness Of Goods ¹

The Utilities Sector Plays An Important Role In The Development Of Not Only Public Services, But Also Other Sectors Of The Economy. Strengthening The Economic Potential Of The State, Improving The Living Standards Of The Population Depends In Many Ways On The Direction And Attraction Of Domestic And Foreign Investment,

¹ Prepared by author

Primarily In The Utilities Sector. Therefore, In Order To Develop The Utilities Sector In Our Country, To Provide Quality Services And Further Improve The Living Standards Of The Population, One Of The Priorities Remains To Attract Investment For The Introduction Of Modern Management Methods And Renewal Of Fixed Assets In Public Utilities [13].

The Competitiveness Of A Product Means Its Ability To Compete With Long-Term Competitors And Attract Consumers To The Product With Fewer Resources. The Concept Of Competitiveness Applies To Markets For Goods And Services. We Will Consider Each Of The Main Directions Of Increasing The Competitiveness Of The Brand.

Product Quality Control. Product Competitiveness And Quality Are Interrelated, Because A High-Quality Product Increases Competitiveness And A Low-Quality Product Reduces This Performance. The Factor That Ensures The Competitiveness Of The Product Is To Consider Quality From The Point Of View Of The Target Audience Of The Enterprise. A Quality Product Doesn't Mean "The Best On The Market, Perfect In Everything". A Quality Product Is The Product That Best Meets The Needs Of The Target Market. For One Consumer, A "Quality Product" May Be "The Fastest" And For Others "Cheap".

Choosing The Type Of Competitive Advantage. M.Porter Created A Simple Matrix Of Product Competitiveness, According To Which An Enterprise Can Choose The Way To Compete In The Segment. Competitive Strategy Sets The Vector For Developing Long-Term Competitive Advantage. Competitive Conventional Strategy, Or Understanding Leadership In Its Place, Means Focusing All Of The Enterprise's Consumers On A Specific Narrow Group Of Customers. The Future Competitiveness Of The Product Is Based On A Marketing Strategy Depends On The Resources, Goals, And Capabilities Of The Enterprise.

Competitiveness Assessment. After Determining The Order Of Competition In The Segment And The Needs Of The Target Market, The Enterprise Should Assess The Level Of Competitiveness Of The Product. In Marketing Theory, There Are Convenient Ways To Evaluate The Competitiveness Of A Single Product And All The Products Of An Enterprise. Each Method Of Assessing The Competitiveness Of A Product Has Its Advantages And Disadvantages. You Need To Consider Each Option To Choose The Most Suitable Option For Your Business. The Methods Of Competitive Analysis Listed Above Help To Look At The Product From The Point Of View Of The Whole Market, Compare The Product With The Products Of Competitors And Determine The Most Useful Features Of The Products. The More In-Depth The Analysis Of An Enterprise's Competitiveness Assessment, The Easier It Will Be To Identify Effective Measures To Improve Product Quality.

Increasing Competitiveness. Improving The Competitiveness Of Goods In Many Ways. But It Should Be Borne In Mind That Measures To Increase The Competitiveness Of The Enterprise Are Directly Related To The Life Cycle Of The Product: The Younger The Product, The Higher The Expected Level Of Competitiveness. The Process Of Forming The Competitiveness Of A Product Should Start From The First Stage Of The Product Life Cycle, But The Main Efforts To Increase Competitiveness Should Be Made During The Growth Phase Of The Life Cycle. Using This Strategy, The Duration Of The Sales Growth Phase Will Be Maximized.

Competitiveness Management. Once A Competitive Product Is Created, It Is Necessary To Define The Process Of Managing The Competitiveness Of Goods In The Market. The Sequence Of The Enterprise Competitiveness Management System Includes Four Stages:

1. Monitoring And Analysis.
2. Update The Strategy
3. Development Of Tactical Programs
4. Management.

It Is Necessary To Regularly Monitor The Competitiveness Of Goods In The Industry. Each Time New Players Emerge, It Conducts A Comparative Analysis Of Products, Monitors Changes According To The Needs Of The Target Market, And Continues To Develop The Technology Of The Industry. After The Analysis, It Is Necessary To Update The Competitive Strategy Of The Enterprise. It Can Be A Situation That Benefits The Business More By Changing The Way It Competes. After Analyzing The Competition, It Is Always Necessary To Identify The Weak Points Of The Product And Suggest Appropriate Marketing Programs To Improve And Strengthen Them.

There Are The Following Forms Of Marketing Strategies Defined By The Company:

1. Corporate Marketing Strategy Is A Strategy That Shapes The Company's Mission, Goals And Values, Including Defining The Development Vector Of The Company And Its Products, Reflecting The Company's Ambitions In The Industry And Setting Goals For All Marketing Activities.

2. Business Strategy:

A) A *Portfolio Strategy* Is A Strategy That Identifies Ways Of Allocating Limited Resources Among The Company's Divisions, As Well As The Potential Of Each Business Entity, Using The Criteria Of Attractiveness Of Market Segments.

B) A *Growth Strategy* Is A Strategy That Allows A Company To Identify Key Ways To Increase Revenue And Sales In The Long Run.

C) *Competitive Strategy* Is A Strategy That Identifies Ways To Enter New Markets, The Principles Of Market Coverage, Ways To Increase The Competitiveness Of The Company's Products.

3. Functional Marketing Strategy:

A) *Assortment Strategy* Is A Strategy That Describes The Value Of A Group Of Goods And The Principles Of Its Development In The Company's Portfolio, Determining The Breadth Of Product Turnover. Includes A New Product Development Plan.

B) *Distribution Strategy* Is A Strategy That Defines The Goals Of Quantitative And Qualitative Distribution Of The Company's Products, The Methods Of Product Distribution, Its Main Sales Areas And The Characteristics Of Working With Sellers.

C) *Price Formation Strategy* Is A Strategy That Sets The Rules For Calculating The Retail Price, Calculating Sales Prices, Calculating The Amount Of Shares And Discounts For Buyers, Raising The Price Of The Product And Increasing Its Profitability.

D) *Target Market Selection Strategy* Is A Strategy Aimed At Identifying Key Segments And Basic Principles Of Market Segmentation To Promote The Company's Products In Different Industries.

In Conclusion, It Should Be Noted That It Is Important To Make Effective Use Of The Principle Of Consumer-Oriented, To Use An Effective Communication System, Creating Convenience For Consumers At The Optimal Cost For Them For Increasing The Export Potential Of Enterprises Of Various Forms Of Ownership, Manufacturers And Service Providers, Small Industrial Zones, Small Businesses, Increasing The Competitiveness Of National Goods.

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